178 The new roads and buses have done much to break down the isolation
349 of the village; the physical barriers separating village from town have greatly diminished. This has enabled the rural dweller to enter the labor markets of the urban areas and to expand greatly the markets for his products.

178 Communications Equally as impressive as the changes in transpor-
20 tation have been those in communications. Today newspapers, radios, tele-
178 phones, and movies are making their influence felt in the country. Prior to the war there were five motion-picture theaters on Okinawa; today there
546 are fifty-seven, and approximately one-third of the films shown are of
[177] Western origin. Though the theaters are concentrated in the towns and cities, the young people of neighboring farm villages often make regular use of them. Some of the young people in Kanegusuku go to the theaters in Itoman several times a week.

178 Everyone asserts that newspapers are becoming more common in the
204 rural areas. In the isolated village of Oku at the northern end of Okinawa the mayor informed us that nearly 90% of the houses subscribe regularly to a newspaper.

178 In Kanegusuku seventy of its 103 houses obtained radios this year
207 under the group listening system. A number of those who were unable to
203 secure radios (due to a lack of equipment) are hoping to do so in the near future. In some villages the group listening system has been utilized as a public address system for official announcements. This has greatly simplified the problem of conveying information or orders to the villagers. Pitts made use of this system on Henza Shima to explain his purpose in studying there. In this same village the regular Shuri broadcasts are sometimes replaced with Okinawan music played on a phonograph owned by the village. On Izena Shima the system is used to announce the arrivals and departures of the two ferryboats which serve the island.

The radio has been eagerly received in all communities which the author visited and has been instrumental in bringing the villagers into contact with the outside world.

177 Agriculture and the Rural Economy Major changes in Okinawan agricul-
178 ture have been slight. Improvements have been made in yields as the result
241 of scientific research conducted by the Japanese, a few new minor crops have been introduced, modern fertilizers have been made available, and the system of land tenure was radically altered by the Japanese; but the basic agricultural methods have remained the same. The major crops have not changed though their ratios have fluctuated, and most importantly, farm holdings remain as scattered and heavily fragmented as ever. There is at present no trend or even a suggestion of a trend toward consolidation of holdings nor is there any indication of a lessening of land pressure. So long as the farms remain small, fragmented, and widely scattered, there will be no possibility of using machinery or scientific methods. The present system of intensive gardening does produce a high yield per acre, but it also demands a large labor supply.

households. Noodles are another item of regular purchase. Starch and bean paste are typical items which formerly were always made in the home but now may be purchased instead. 198 262

In sum Okinawan diet has improved in quantity and variety. Food tastes are more catholic today; certain foreign foods are greatly appreciated. There is a greater reliance on manufactured and processed foods, and greater cash expenditures are made for food.

Entertainment and Leisure There has been a marked decline in village celebrations and festivals in which all residents participate. Formerly O Bon, New Year's, and harvesting time were occasions for village-wide celebrations; today these are gone from most communities; celebrations are restricted to the family and friends. Most of the village celebrations were basically religious in nature and with the decline of the old religion these celebrations have been dropped. 527 196 198 621

Parties to mark an individual's change of status were formerly held on the 13th, 25th, 37th, 48th, 61st, 73rd, 85th, 88th and 97th birthdays, but today only those for the old people are observed. Frequently a party is held to mark an individual's success in the competitive examination to enter high school, but aside from that, rites of passage for the young and middle-aged are no longer observed. 527 198

The Japanese introduced one form of entertainment which has achieved immense popularity; this is a sporting event sponsored by the school. These are usually held on Sunday during the fall of the year, and usually the whole school participates. There is intra-school competition and later inter-school; intense interest is generated and often this becomes an important topic for conversation among the young men. 526 197

Local units of the national organizations such as the youths' association and the women's association frequently hold parties for their members. In fact these organizations are mainly of a social nature. 595

As noted above, prior to the war there were five motion picture theaters on Okinawa; today there are fifty-seven. American and European films constitute from one quarter to one third of the total shown. Though most of these theaters are located in the cities and towns, the young people of the nearby farming villages make frequent use of them. The popularity of the American "Western" among the young people has caused some to attribute juvenile delinquency to this, although the relatively more bloody Japanese sword-fighting pictures ('chambara') are considered harmless. 546 197

The popularity of Okinawan dancing and music seems undiminished. Radio broadcasts of Okinawan music are much enjoyed; and virtually every party provides the opportunity for music and dancing in which most of the guests participate. A few of the better-educated young people profess an appreciation of Western classical music and jazz, but most of them prefer Japanese and American love ballads though they still remain very fond of the Okinawan music. 533 535 197